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IN THE CLAIMS

Please amend claims 1, 2, 4, 15, 16, 18, 29, 30 and 32 as follows:

1. (CURRENTLY AMENDED) A method for using predictive models within a computer-implemented business analysis environment, comprising:

(a) applying a derived measure against a segment, wherein the derived measure comprises a predictive model previously-built by a model-building mechanism in a data mining system, wherein the derived measure is invoked within an application template that is a sequence of one or more icons representing segments, filters, measures and functions and the icons are linked together in a workflow, and wherein the application template is used to save the sequence of icons linked together in the workflow; and

(b) generating output for the segment from the predictive model in the form of measure values.

2. (CURRENTLY AMENDED) The method of claim 1, ~~wherein the sequence linked together in the workflow is represented as icons that are linked together,~~ wherein connecting arrows between the icons determine a sequence of execution and a flow of data.

3. (PREVIOUSLY PRESENTED) The method of claim 2, wherein the application template is constructed in a visual programming environment by dragging and dropping the icons in a graphical user interface and then linking together the icons to create the sequence of steps that comprise the workflow of the application template.

4. (CURRENTLY AMENDED) The method of claim 1, wherein the application templates [[can be]] are reused [[and/]] or modified by users.

5. (PREVIOUSLY PRESENTED) The method of claim 1, wherein a segment is a grouping of data elements from a database organized about one or more attributes.

6. (PREVIOUSLY PRESENTED) The method of claim 1, wherein a filter defines one or more attribute constraints applied to a segment.

7. (PREVIOUSLY PRESENTED) The method of claim 1, wherein a profile is a labeled collection of attributes of a segment.

8. (PREVIOUSLY PRESENTED) The method of claim 1, wherein a measure is an expression applied to a segment.

9. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the computer-implemented business analysis environment includes an object model, and the segments, attributes, filters, and measures comprise objects.

10. (ORIGINAL) The method of claim 9, wherein operations upon the objects are translated into SQL statements that access corresponding tables and columns in a relational database.

11. (ORIGINAL) The method of claim 1, wherein the predictive model comprises one or more SQL statements that access tables and columns in a relational database.

12. (ORIGINAL) The method of claim 1, wherein the predictive model comprises one or more statements executed by a database management system.

13. (ORIGINAL) The method of claim 12, wherein the statements access data stored in the database management system.

14. (ORIGINAL) The method of claim 1, wherein the model-building mechanism comprises an analytic algorithm for rule induction performed against data stored in a database management system to create the predictive model.

15. (CURRENTLY AMENDED) A computer-implemented system for using predictive models within a computer-implemented business analysis environment, comprising:

(a) means for applying a derived measure against a segment, wherein the derived measure comprises a predictive model previously-built by a model-building mechanism in a data mining system, wherein the derived measure is invoked within an application template that is a sequence of

one or more icons representing segments, filters, measures and functions and the icons are linked together in a workflow, and wherein the application template is used to save the sequence of icons linked together in the workflow; and

(b) means for generating output for the segment from the predictive model in the form of measure values.

16. (CURRENTLY AMENDED) The system of claim 15, ~~wherein the sequence linked together in the workflow is represented as icons that are linked together,~~ wherein connecting arrows between the icons determine a sequence of execution and a flow of data.

17. (PREVIOUSLY PRESENTED) The system of claim 16, wherein the application template is constructed in a visual programming environment by dragging and dropping the icons in a graphical user interface and then linking together the icons to create the sequence of steps that comprise the workflow of the application template.

18. (CURRENTLY AMENDED) The system of claim 15, wherein the application templates [[can be]] are reused [[and/]] or modified by users.

19. (PREVIOUSLY PRESENTED) The system of claim 15, wherein a segment is a grouping of data elements from a database organized about one or more attributes.

20. (PREVIOUSLY PRESENTED) The system of claim 15, wherein a filter defines one or more attribute constraints applied to a segment.

21. (PREVIOUSLY PRESENTED) The system of claim 15, wherein a profile is a labeled collection of attributes of a segment.

22. (PREVIOUSLY PRESENTED) The system of claim 15, wherein a measure is an expression applied to a segment.

23. (PREVIOUSLY PRESENTED) The system of claim 15, wherein the computer-implemented business analysis environment includes an object model, and the segments, attributes, filters, and measures comprise objects.

24. (ORIGINAL) The method of claim 23, wherein operations upon the objects are translated into SQL statements that access corresponding tables and columns in a relational database.

25. (ORIGINAL) The system of claim 15, wherein the predictive model comprises one or more SQL statements that access tables and columns in a relational database.

26. (ORIGINAL) The system of claim 15, wherein the predictive model comprises one or more statements executed by a database management system.

27. (ORIGINAL) The system of claim 26, wherein the statements access data stored in the database management system.

28. (ORIGINAL) The system of claim 27, wherein the model-building mechanism comprises an analytic algorithm for rule induction performed against data stored in a database management system to create the predictive model.

29. (CURRENTLY AMENDED) An article of manufacture embodying logic for using predictive models within a computer-implemented business analysis environment, the logic comprising:

(a) applying a derived measure against a segment, wherein the derived measure comprises a predictive model previously-built by a model-building mechanism in a data mining system, wherein the derived measure is invoked within an application template that is a sequence of one or more icons representing segments, filters, measures and functions and the icons are linked together in a workflow, and wherein the application template is used to save the sequence of icons linked together in the workflow; and

(b) generating output for the segment from the predictive model in the form of measure values.

30. (CURRENTLY AMENDED) The article of manufacture of claim 29, ~~wherein the sequence linked together in the workflow is represented as icons that are linked together,~~ wherein connecting arrows between the icons determine a sequence of execution and a flow of data.

31. (PREVIOUSLY PRESENTED) The article of manufacture of claim 30, wherein the application template is constructed in a visual programming environment by dragging and dropping the icons in a graphical user interface and then linking together the icons to create the sequence of steps that comprise the workflow of the application template.

32. (CURRENTLY AMENDED) The article of manufacture of claim 29, wherein the application templates [[can be]] are reused [[and/]] or modified by users.

33. (PREVIOUSLY PRESENTED) The article of manufacture of claim 29, wherein a segment is a grouping of data elements from a database organized about one or more attributes.

34. (PREVIOUSLY PRESENTED) The article of manufacture of claim 29, wherein a filter defines one or more attribute constraints applied to a segment.

35. (PREVIOUSLY PRESENTED) The article of manufacture of claim 29, wherein a profile is a labeled collection of attributes of a segment.

36. (PREVIOUSLY PRESENTED) The article of manufacture of claim 29, wherein a measure is an expression applied to a segment.

37. (PREVIOUSLY PRESENTED) The article of manufacture of claim 29, wherein the computer-implemented business analysis environment includes an object model, and the segments, attributes, filters, and measures comprise objects.

38. (ORIGINAL) The method of claim 37, wherein operations upon the objects are translated into SQL statements that access corresponding tables and columns in a relational database.

39. (ORIGINAL) The article of manufacture of claim 29, wherein the predictive model comprises one or more SQL statements that access tables and columns in a relational database.

40. (ORIGINAL) The article of manufacture of claim 29, wherein the predictive model comprises one or more statements executed by a database management system.

41. (ORIGINAL) The article of manufacture of claim 40, wherein the statements access data stored in the database management system.

42. (ORIGINAL) The article of manufacture of claim 29, wherein the model-building mechanism comprises an analytic algorithm for rule induction performed against data stored in a database management system to create the predictive model.